

# THE ALLIANCE HERALD

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Published every Thursday by  
**THE HERALD PUBLISHING COMPANY**  
Incorporated

Lloyd C. Thomas, President J. Carl Thomas, Vice Pres.  
John W. Thomas, Secretary

Entered at the post office at Alliance, Nebraska, for transmission through the mails as second-class matter.

**SUBSCRIPTION PRICE, \$1.50 PER YEAR IN ADVANCE**  
If your copy of The Herald does not reach you regularly or satisfactorily, you should phone 340 or drop a card to the office. The best of service is what we are anxious to give, so don't hesitate to notify us without delay when you miss your paper.

## MAIL ORDER VS. LOCAL ADVERTISING

We have on our desk a letter received two weeks ago from a mail order automobile tire concern in Ohio, asking us to insert for them an advertisement for eight weeks, in display form, for which copy was enclosed. In looking over the copy for the ad we find that the basis of the ad is cut prices and terms are cash with order. The Herald does not make a practice of running mail order ads for goods that come in competition with those handled by local dealers, but we will say frankly that the amount of advertising done in Alliance by local tire dealers is exceedingly small and we cannot seriously blame the local newspaper which is running this ad, which The Herald has declined to run, even though the circulation of the newspaper mentioned "does not include South Omaha, St. Joseph, Sioux City and Kansas City".

In his letter sent with the copy for the advertisement, the sales manager for the mail order concern says: "Experience has taught the writer, during his affiliation with the sales organizations of large corporations, that the best form of advertising for calling the attention of the buying public to any meritorious article is through direct newspaper copy inserted in weekly papers."

If the "expert sales manager" who sent out this ad finds it profitable to spend his money with newspapers far and wide, would it not pay the local dealers much better for them to combat this advertising by doing some of their own?

The advertisement mentioned is printed below, with the name of the company omitted:

### TIRES Absolutely Punctureproof GUARANTEED 6500 MILES

Buy your tires direct from our factory and save from 20 to 30 per cent.

These tires are twice as thick through the tread as ordinary makes and are a combination of the best brands, such as Goodrich, Goodyear and Firestone. They are strongly built and reinforced by a new, superior method, making a finished product unequalled for hard usage and pleasure purposes. Used by individuals and business concerns.

Don't delay but order today and do away with your tire troubles. To introduce in your territory we offer the following prices:

30x3.....	\$8.50	34x4.....	\$17.25
32x3.....	8.75	35x4.....	17.50
30x3 1/2.....	10.75	35x4 1/2.....	22.50
32x3 1/2.....	11.50	37x4 1/2.....	24.50
31x4.....	14.25	35x5.....	25.25
33x4.....	16.25	37x5.....	27.50

All other sizes also furnished.

**TERMS:** Cash with order. Make remittance by certified check, draft or P. O. money order. When ordering be sure to state whether clincher, quick detachable clincher or straight side bead is desired.

For 5 days we offer 5 per cent discount where two or more tires are ordered at one time.

### ARE YOU ONE OF THEM?

Are you, Mr. Business Man, one of those who are assisting the big mail order houses to increase their business over the previous year? Are you one of the fellows who wonder why business is not better than last year? In other words, are you a non-advertiser, a business man who does not believe that printer's ink pays and who says that a good, newsy advertisement in your local newspaper is not a paying proposition? If you are one of those who wonder how the mail order houses are increasing their business—and it is done through advertising in all its various forms, from newspaper ads to huge, newsy catalogs, spend a little time pondering over the following article taken from the Omaha Trade Exhibit, and perhaps you will take unto yourself the hint that the way for you to combat this menace to your business is to wake up and do some advertising yourself.

The article from last week's issue of The Trade Exhibit follows:  
In the first five months of 1916, sales of the Sears, Roebuck Co. totaled \$56,310,912, a gain of \$10,895,219, or more than 24 per cent over the same period of 1915. Should the increase continue at this rate sales this year would total \$131,728,000, a gain of about \$25,500,000 over 1915. The best previous increase was in 1913 with \$14,241,000.

The following table shows the expansion in the company's business in the last seven years:

1916.....	\$131,728,000
1915.....	106,228,421
1914.....	96,024,754
1913.....	91,357,276
1912.....	77,116,859
1911.....	64,112,194
1910.....	61,329,792
1909.....	51,011,536

\*Estimated.

Net earnings this year are estimated at between \$11,000,000 and \$13,000,000 and they may run higher if the present rate of increase is continued or bettered. Taking \$12,000,000 net as a compromise figure, the company would earn 20 per cent on the \$60,000,000 common stock compared with 17.56 per cent last year.

The company is now selling merchandise to about 7,000,000 customers.

### MUNICIPAL HEATING PAYS INDIANA CITY.

Now that Alliance has voted to install a municipal heating plant, it is interesting to local citizens to know what is being done along the same lines in other cities. The property owners and business men of Alliance are strongly in favor of the installation of the local plant. In the city described below the steam is carried a distance of 3,100 feet, further than from the city light plant in Alliance to the Drake Hotel, which is a distance of 2,800 feet.

The following article is taken from Popular Mechanics:

For several reasons, in addition to the important economic phase, a low-pressure steam-heating system installed by the municipal authorities at Columbia City, Ind., is worth attention. During the past winter the town has successfully heated the courthouse and two large school buildings with the exhaust steam previously wasted at its water and light plant. And despite the fact that the steam has to be carried a maximum distance of 3,100 ft., there were only five days during the past season when it was found necessary to help out the system by adding live steam, and then only a small amount was needed. This arrangement has given the trio of buildings more abundant heat than was afforded previously, and furthermore provided it constantly every hour and day in the week. The installation, consisting of 3,100 feet of 10 and 12-in. pipe, together with a 4 1/2-in. return—all of which is supported on spool-shaped cast-iron rollers set in concrete so as to permit the line to expand and contract while in service—cost the city \$20,000. It saved, however, the expense of constructing a new heating system and over-

hauling an old one. All of the piping was laid in a concrete conduit and welded by the acetylene process. No additional help has been needed at the power plant. The city also receives a revenue of \$2,500 from the three buildings for the service it renders. By this arrangement, too, heat is given on days in late spring and early fall.

### DEMOCRACY RESTORES U. S. FLAG TO SEAS

During fifty years of Democratic freedom of the seas and of commerce following Thomas Jefferson, 80 per cent of American commerce on the high seas was carried in American ships. During fifty years of Republican high tariffs and hide-bound sea traffic, our merchant marine dwindled until only 8 per cent of American commerce was carried in American bottoms. Under the Democratic ship registry act of 1914, both the number of merchantmen carrying the American flag and the percentage of commerce carried in American bottoms have more than doubled. Moreover, under Democratic tariff and shipping laws, the United States in 1916 has become both the leading commercial nation and the leading ship building country of the earth. All this country required, the facts show, was to cut loose from its Republican swaddling clothes.

### OBITUARY OF C. H. RICHEY (Contributed)

Charles Henry Richey was born January 19, 1850, in Stark county, Ohio, and died June 16, 1916, at Marsland, Nebr. He moved when twelve years of age with his parents to Iowa and remained there until twenty-nine years ago, when with his family he came to a homestead three miles northeast of here and took up residence. About nineteen years ago he came to Marsland and engaged in the hotel business and was widely known and much esteemed by the many who made his acquaintance. He has been in failing health for several years and for the past thirteen months unable to work. He has been a patient sufferer and knowing that his days were numbered, made every arrangement for the end. He leaves a wife and seven children and several brothers and sisters. The services were held at the M. E. church Sunday afternoon at 2:30. A great crowd gathered to pay a last tribute of respect to one who has gone in and out among us for many years. Harry Wildy of Hemingford came down with the hearse and took charge of the burial. The pall bearers were S. M. Trussel, E. E. Harnes, Jack Melvin, John Kay, E. E. Semibb and True Miller. The floral offerings were numerous and very beautiful and the funeral was the most largely attended of any ever held in this valley. The sympathy of the entire community is with the sorrowing ones, who mourn not as those without hope of the future but having hope of a happy reunion "in the sweet bye and bye."

WANTED—Work by day. Phone 518 after 5 P. M. Mrs. J. H. Carroll. 27-1f-7332.

### SOME FANCY POOL

Expert Champion One-armed Pocket Billiardist Gives Exhibition at Hank's Pool Hall

Frank Burns, "champion one-armed pocket billiardist of the world," who has a high run of ninety-five balls in pocket billiards, was a feature at the Hank Keiser pool hall Monday evening.

Burns drew a good crowd and made a high run of thirty-one. He gave an exhibition of fancy pocket billiard shots with both cue and fingers.

### HAY CONTRACT

150 or 200 tons of hay to be put up under contract. Inquire of Simon Spry, Alliance. 29-1f-7359

### INSPECTION DATE CHANGED

Inspection of Horses at C. L. Lester & Company Sale Taking Place Today and Friday

In order to accommodate the army inspectors, the inspection of horses for army purposes, under the supervision of C. L. Lester & Company, will take place today and Friday, instead of on Friday and Saturday, as previously announced.

These sales, as conducted by Lester & Company, are becoming a regular Alliance institution and horse owners are finding that they can get top prices for good stock by bringing it in.

FOR RENT—Six-room house for rent, across street east of Central School building. Inquire of E. G. Laing. 27-1f-7334



## She Radiates Health

A CLEAN MOUTH is absolutely necessary to good health. If you deliberately desire to suffer most of the ills of the human race, neglect of the teeth is the surest way. This is self-evident. Why delay--delays are dangerous.

I Clean Teeth Free.

## DR. G. W. TODD

The Inventor of Todd's Porcelain Whole Teeth  
403 Brandeis Bldg. Omaha, Nebr.

10 per cent Discount to Out-of-Town Patrons for Transportation

LET THESE SPECIALISTS SHOW YOU  
THE QUALITY OF THEIR WORK,  
WHICH HAS MADE US THE LARGEST  
RECEIVERS OF LIVE STOCK AT OMAHA

Great Western Com. Co.  
OMAHA-DENVER

DON'T BE SORRY THIS YEAR THAT  
YOU DID NOT SHIP TO US. TAKE NO  
CHANCES. WRITE US NOW, AND BILL  
YOUR NEXT CONSIGNMENT TO US

Great Western Com. Co.  
OMAHA-DENVER

# G R E A T

# W E S T E R N



# A PYRAMID OF POWER